

# Customer Retention Recommendations

- **Improve Customer Support and Service Quality**

- Train customer support representatives to improve attitude and interaction quality.
- Invest in infrastructure to enhance service reliability and address product dissatisfaction.

- **Enhance Competitiveness Against Rivals**

- Match or surpass competitors' offers and devices through market research and competitive pricing.
- Launch targeted promotional campaigns in high churn areas.

- **Encourage Longer Contracts**

- Offer incentives for switching to longer-term contracts (e.g., discounts, additional services).
- Develop loyalty programs to reward long-term customers.

- **Targeted Strategies for Senior Customers**

- Provide senior-friendly services and discounts.
- Engage with senior communities to build loyalty and trust.

- **Improve Streaming Services**

- Enhance the quality and reliability of music and movie streaming services.
- Offer exclusive content or partnerships with popular streaming platforms.

- **Product and Feature Improvements**

- Upgrade devices to ensure high performance and reliability.
- Improve online security features through enhancements and partnerships.

- **Custom Offers and Promotions**

- Expand Offer A to a broader customer base and tailor similar offers for different segments.

- **Focus on Fiber Optic and Cable Customers**

- Investigate and resolve fiber optic issues to ensure consistent service.
- Regularly survey customers to address service quality concerns.
- **Data-Driven Customer Engagement**
  - Use predictive analytics to identify at-risk customers and implement retention strategies.
  - Personalize communication to address specific customer concerns.
- **Geographical Targeting**
  - Develop city-specific strategies for high churn areas.
  - Concentrate marketing efforts and resources in high-value cities.
- **Focus on High CLTV Customers**
  - Offer enhanced support and personalized services to high CLTV customers.
  - Implement retention campaigns to increase engagement of lower CLTV customers.
- **Increase Engagement with Customers Without Dependents**
  - Create marketing campaigns that appeal to customers without dependents.
  - Foster community building through social events and online forums.
- **Proactive Retention Strategies**
  - Use churn prediction models to implement proactive retention strategies.
  - Increase positive customer touchpoints through regular check-ins and personalized recommendations.
- **Leverage Technology and Innovation**
  - Continuously innovate and improve services based on customer feedback.
  - Enhance digital engagement through user-friendly apps and online portals.
- **Monitor and Address Regional Competitors**
  - Regularly monitor competitor activities and adjust offerings to stay ahead.
  - Emphasize unique value propositions and superior service quality in marketing campaigns.

## **Estimated Impact on Customer Churn**

Implementing these recommendations could lead to an estimated reduction in customer churn by approximately **30% to 50%**. This estimation is based on the assumed impact of each recommendation as follows:

- **Enhancing Customer Support and Service Quality: 5% - 10% reduction**
  - *Justification:* Improved customer service and support quality directly address major churn factors like attitude and dissatisfaction, likely leading to a significant reduction in churn.
- **Improving Competitiveness: 5% - 10% reduction**
  - *Justification:* Matching or surpassing competitors' offers and devices can attract and retain customers who might otherwise leave for better deals, impacting a significant portion of churn driven by competition.
- **Encouraging Long-Term Contracts: 5% - 10% reduction**
  - *Justification:* Long-term contracts generally have lower churn rates compared to month-to-month contracts, thus incentivizing long-term contracts can effectively reduce churn.
- **Addressing Senior Customer Needs: 2% - 5% reduction**
  - *Justification:* Tailored services and discounts for senior customers can reduce the higher churn rate observed in this demographic.
- **Upgrading Streaming Services: 2% - 5% reduction**
  - *Justification:* Improving streaming services addresses the dissatisfaction related to streaming quality, which can significantly impact customers using these services.
- **Implementing Custom Offers and Promotions: 3% - 5% reduction**
  - *Justification:* Customized offers like Offer A, which has shown low churn rates, can be extended to more customers to retain them effectively.
- **Focusing on High-Value Customers and Regions: 3% - 5% reduction**
  - *Justification:* Enhanced support for high CLTV customers and focused efforts in high-revenue cities can ensure retention of the most valuable customer segments.